

The Sociopreneur Product Marketing Strategy with Digital Marketing Implementation

(A Case Study of Sociopreneur of Persons with Disabilities in Semarang, Indonesia)

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Abstract

The scientific paper is to determine the impact of digital marketing on Sociopreneur product sales, by comparing Sociopreneurs who use digital marketing as a means of promoting and selling products with those who have not used digital marketing, and to find out how to apply marketing digital. Marketing efforts to Sociopreneurs in Semarang. In writing this scientific paper, the research method used is descriptive qualitative research. The research subjects in this study were informants who provided research data through interviews and purposive sampling techniques. Based on the results of qualitative research using interview and observation techniques and the data that the authors have collected, it can be concluded that digital marketing has a very large influence on product marketing because it can increase sales volume and also increase profits for Sociopreneurs.

Keywords: Sociopreneur, product marketing strategy, digital marketing.

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I. Introduction

Background

In this digital era, economic business growth or entrepreneurship in communities becomes an opportunity. Many emerging ideas and innovations in the communities become business opportunities that can create new job opportunities. Business opportunity does not only include the middle age persons or older persons. The business opportunity currently reaches various community levels, including MSMEs and sociopreneur of persons with disabilities. The data from the ministry of communication and information reveals that the population of entrepreneurs is important. Entrepreneurs can detect, develop, and create new businesses (Kominfo, 2019). In this digital era, any party will not have any hindrances to running their business. The capital to run the business includes creativity and bravery. In this era, anyone can run their online shops anywhere without requiring physical offline shops. This advantage differs online business from offline business because it provides wider opportunities for sociopreneurs, including persons with disabilities. This advantage facilitates the persons with disabilities to promote their products, such as foods and beverages, crafts, service applications, etc. The facilities include easy and quick marketing and promotion via social media.

In the current era, sociopreneurs require digital marketing supports to improve their creativities and innovations. The more advanced technology, the sociopreneurs receive better assistance to promote and sell their products. Digital marketing has ease of use quality by using social media or online shop applications (Republika, 2019).

A previous study revealed the use of information and technology information for sociopreneurship in the digital era had focused on the uses of the Internet and social network. Internet and social network support the sociopreneurship activities to be optimum. These supports provide ease of information for remote areas so that many people will be notified of the activity [Surniandri et al., 2018]. Social media is media to share information between people and many groups based on experience. Social media also facilitates information delivery immediately [Surniandari et al., 2018].

Digital marketing is a marketing strategy to promote a product. Thus, the product promotion reaches quickly and immediately. At present, only a few MSMEs use digital marketing as marketing media. However, in this era, the most transaction occurs in digital marketing because it is easy to use by consumers and sellers. The sellers can reach a wider market while the consumers can compare the prices between a seller to other sellers.

One of the interesting sociopreneurs is to discuss the sociopreneur persons with disabilities. These

sociopreneurs run food and beverage businesses in Semarang. Sociopreneur product includes the manufacturing process of *catfish floss* run by Sutinah, living in Rowosari NB 002/CA 004, Tembalang district. Sutinah ran her business four years ago. At that time, she had sufficient capital to run the business. At present, the business becomes the income for her family.

This research reviewed the digital marketing promotion in detail to support sociopreneur product marketing of persons with disabilities in Semarang. In this research, the researchers investigated the implementation of digital marketing as a sociopreneur product marketing strategy of persons with disabilities to improve the family economic level. This research aims to find out the digital marketing implementation of various sociopreneur product marketing strategies, especially for persons with disabilities.

These researchers hope this research to contribute and motivate sociopreneurs with disabilities to promote their products with digital marketing innovation business or social media innovation business. The implementation of digital marketing could improve the sales and the brand image of the community.

Research Problems

1. How is digital marketing impact sociopreneur business products of persons with disabilities in general?
2. How is the effort of implementing digital marketing on sociopreneur business products of persons with disabilities in Semarang?

Research Objectives

1. This research aims to determine and analyze the digital marketing impacts on sociopreneur business products of persons with disabilities in general.
2. This research aims to determine and analyze the effort of implementing digital marketing on sociopreneur business products of persons with disabilities in Semarang.

Research Uses

1. This research applies an exact science with the obligation of lecturers in higher education, especially within the research field;
2. This research contributes toward the business world especially sociopreneurs with disabilities.
3. This research produced product marketing strategies of sociopreneurs with disabilities via digital marketing implementation.
4. This research facilitated the sociopreneurs with disabilities to market their products via digital marketing.

II. Literature Review

A. Sociopreneur

Sociopreneurship refers to social-based entrepreneurship or entrepreneurial organization to mobilize and encourage the community. Thus, the community can improve its capability to compete [Tan et al., 2005]. Social entrepreneurship refers to entrepreneurship for community interest without maximizing personal advantages. Social entrepreneurship refers to social-oriented organizations.

Sociopreneur refers to individuals with good social spirits with creativities to run businesses that involve other parties to manufacture products or provide service. Thus, many parties receive benefits and advantages by ignoring personal interest [Surniandari et al., 2018].

B. Digital Marketing

Digital marketing refers to Internet use as a technology to create two-way communication direction between corporations and consumers (Coviello, 2001). Digital marketing facilitates the sale promotions via social media used by the market. Digital marketing covers wider scopes with cheaper costs. The social media presence becomes the infrastructure for consumers to spread information, such as texts, figures, audios, and videos with many parties, between corporations and consumers and vice versa (Kotler, 2012).

Digital marketing refers to branding marketing with the use of web-based media, such as blogs, websites, email, adword, and social networks[Surniandari et al, 2018]. Digital marketing, within the entrepreneur's perspective, refers to a marketing system with Internet media implementation [Daengs et al., 2016]. It includes mobile phones until some social network sites. In this digital marketing, corporations must prioritize communication instead of promotion so digital marketing can target the objective appropriately. The communication should include a personal relationship with the consumers by listening to the complaints or suggestions. This communication makes the customers acknowledged and leads to added values toward the business development, especially corporate brands. This communication seems trivial but is difficult to ensure, moreover for those who lack digital marketing understanding.

The advanced and rapidly growing technology development is useful to develop a business. One of them is using digital marketing to communicate the product market to win over the market. The digital

marketing concept uses a broad area, including TV, radio, and the Internet to provide infography about the marketed product of the corporations. Digital marketing can reach all community levels anytime, anywhere, and by any means. This capability becomes something superior to conventional marketing since conventional marketing has time, location, and user scope limitations. In conventional marketing, the promotion occurs directly in physical shops.

Walker et al explain the component of marketing strategy and strategies for the followers must have five components. They are

1. Scope - it deals with the range or scope of strategic dominants, such as industry types, product lines, and targeted market segments.
2. The objectives and the targets deal with the improvements of performance dimensions, such as sale volume, profit contribution, and return on investment during a certain period for each business and product market, and organization.
3. The resource allotment, especially human and financial resources, is important to share the business, product market, functional department, and activity in each business or product market.
4. The continuous competitive quality to explain the organizational competition includes current competitors and potential competitors.
5. The synergy deals with business, product market, resource allotment, and competence.

Most runner-up corporations have no interest to challenge the market leader. Each corporation attempts to win over the market leader's customers. However, the market leader will respond to it. If the market challengers lower the price, but they improve the customer service and product features, the market leader will keep up and surpass the improvement of the challengers. In this battle, the market leader probably survives. This competition weakens all involving parties. Thus, the market challengers must think carefully before deciding to go against the market leader. Thus, most corporations tend to follow the market leader rather than go against the market leader.

D'Aveni (1994) shows a percentage of 60% successfully patented innovations are imitable within four years. Then, the development cost taken by imitating corporations takes only 35% lower than the innovator.

D'Aveni (1994) groups market followers into four categories. They are

1. Imitator

This market followers offer the same products at cheaper prices. This strategy demands lower operational or production costs, lower research and developmental cost, and lower market expense cost.

2. Added features

Added features may include differentiator functions of relevant products for consumers.

3. Stripped down

This attempt includes reducing or removing certain features so that the market followers can only offer simpler products at cheaper prices.

4. Flanking

This strategy may include stripping down or adding features to develop more suitable products for smaller market segments.

III. Research Method

The applied method in this research was a descriptive qualitative method. It aimed to provide detailed descriptions about a certain phenomenon and to find out the product marketing of sociopreneurs with disabilities in Semarang. The research subject included informants. The researchers interviewed the informants with a purposive sampling technique. The researchers took five sociopreneurs with disabilities as the informants. They were

1. Sociopreneur of catfish product
Name : M. Imron
Business : Catfish cultivation
Address : Rowosari NB 002/CA 004, Tembalang
2. Sociopreneur of catfish floss product
Name : Sutinah
Business : Catfish floss
Address : Rowosari NB 002/CA 004, Tembalang
3. Sociopreneur of the crafted product
Name : Windy
Address : Lemah Gempal V-14 Semarang
4. *Sociopreneur* of Onde-onde
Name : Harsono
Address : Rowosari NB 003/CA 005, Tembalang

5. Sociopreneur of handicraft products

Name : Rini Winarni

Address : Wonodri Kenondalem St No. 16 NB 03/CA 12, Semarang

The Descriptions of the Research Area

Semarang is located in Central Java. The researchers chose Semarang because this city had many MSME does that produced qualified local products. However, in this research, the researchers focused on sociopreneurs with physical disabilities.

The Descriptions of the Informants

1. M. Imron is a Semarang citizen with a physical disability. He ran catfish cultivation since 2018. M. Imron sells the cultivation yields to food stalls, markets, and the surrounding neighborhoods.

2. Sutinah is a Semarang citizen with physical disabilities. She has been running catfish floss since 2018. Sutinah, with her physical disabilities, keeps running her business to earn a living. She sells the products at some gift shops in Semarang, her relatives, and her neighbors.

3. Harsono is a Semarang citizen with physical disabilities. He has been running onde-onde, a traditional snack, as his business since 2019. Harsono also keeps running his business for his family. He sells onde-onde near the main roads of his settlement.

4. Windy is a Semarang citizen with physical disabilities. She has been running handicraft products from many recycled things since 2011. She has a gallery to sell her products in Bulu market, Semarang. She also sells her products online.

5. Rini is a Semarang citizen with physical disabilities. She has been running her crafting business since 2013. She sells her products in marketplaces and bazaars.

IV. Results And Discussion

How are digital marketing impacts sociopreneur business products of persons with disabilities in general?

The uploaded data by *datareportal.com* showed that since December 2020, a percentage of 81.5% of people looked for goods and services online. A percentage of 90.4% of users visited online shops with various devices. A percentage of 69.4% of users did an online transaction with various devices. A percentage of 76.8% of users did transactions via PC or laptop computers. Then, a percentage of 55.4% of users did transactions via smartphone. Here are the descriptions:



The data shows the potency of shopping via digital marketing. Heretofore, digital marketing develops better. From the figure, digital marketing influenced business development with the implementation of digital technology.

Current research results showed that Imron cultivated catfish at his house while Sutinah produced catfish floss at her house. Imron and Sutina are a married couple that run the business of cultivating catfish and producing catfish floss. They used digital marketing to promote and put their products in markets. The sale

turnover increased significantly when they used digital marketing as promoting and marketing media. Every day, Sutinah produced 150 packages of catfish floss. She distributed the products to a supermarket, souvenir shops in Semarang, orders from surrounding college students, and her shop.

Harsono sold onde-onde near the main road of his settlement in Rowosari, Tembalang. He had used digital marketing. He always posted his products, onde-onde, every afternoon via WhatsApp and Instagram. The sale turnover also increased significantly once he used digital marketing. Many customers eventually found his onde-onde shops via digital marketing. He produced 200 until 300 onde-ondes every day. In this case, he cooperated with some shops to sell his products. Harsono also directly sold the products with his cart. After using digital marketing, he admitted having increased turnover because he also received pre-orders from many people that would hold events.

Windy and Rini ran a crafting business. They recycled wastes into handicrafts. Windy and Rini had used digital marketing, such as WhatsApp, Instagram, Facebook, and e-commerce - Shopee and Tokopedia. Windy and Rini had galleries to sell their products in the Bulu market, Semarang. After using digital marketing, their product sale significantly increased. They received many orders from e-commerce. Unfortunately, they rarely posted their products because they had to prepare the details of the products' criteria. This process consumed time. Windy and Rini produced 20 to 40 handicrafts. In some opportunities, they also received customized orders from their customers.

The average monthly earning of Imron and Sutinah was Rp 3.200.000,-. The average daily earning for Harsono was about Rp 150.000 until Rp 200.000. The average monthly turnover for Windy and Riri was Rp 3.500.000,-. They admitted that their turnovers would get higher when they intensively promoted the products via the digital market.

From the explanation, the evidence proved that digital marketing could increase product sales via online and offline media. They also admitted the sale turnover also increased.

How is the effort of implementing digital marketing on sociopreneur business products of persons with disabilities in Semarang?

The first effort to implement digital marketing is - regularly promoting digital technology training and workshop to develop skills and creativity, initiated by the government. This workshop for sociopreneurs in Semarang will facilitate them to promote their products via offline and online manners. Thus, they can broaden their market targets. Here are the effort realizations to implement digital marketing in Semarang. They are: 1) training to design logos and packages within two meetings, 2) promoting digital marketing workshop twice and monitoring the progress for a month.

The training is important and must use a computer, laptop, and *Corel Draw* application. The training encourages the participants to design graphs of logos and product packages.

The workshop facilitates the participants to create a business account in social media, such as Facebook, Instagram, and e-commerce. The workshop also provides tips for the business doers to attract the buyers and train the participants to create Google Ads for promotion purposes.

V. Conclusion And Suggestion

Conclusion

This qualitative research, with interviews and observations, concluded that digital marketing significantly influenced product marketing. Digital marketing could increase the sales volumes and profits for sociopreneurs in Semarang.

Suggestion

Based on the MSME doers, especially the sociopreneurs in Semarang, the suggested attempt is to realize MSME empowerment for the sociopreneurs. It could include training creativity and promoting workshops to develop digital marketing-based business with online media.

1. The applicable social media for promoting and marketing purposes may include Instagram, Facebook, WhatsApp, etc.
2. The workshop must also train the sociopreneurs to create e-commerce accounts, such as Shopee, Tokopedia, Lazada, and Bukalapak.
3. The workshop must also train the participants to create Google Ads for product promotion purposes and train them to use search engines.

The sociopreneurs in Semarang must innovate their products based on the ingredients into various new products. They must optimize the use of social media and e-commerce to increase the sale volume. Thus, they can develop and improve significantly and continuously.

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